

Rest Area & Welcome Center Management Program Request for Qualifications

Pre-Statement of Qualifications (SOQ)
Workshop

September 24, 2010



Welcome



Rest Area & Welcome Center Management Program

Agenda

- Welcome
- Workshop Overview
 - Rest Area and Welcome Center History
 - Project Description
 - Public Private Partnership
 - Maintenance and Operations
 - Advertising and Sponsorship
- Procurement Approach
- Procurement Guidelines
- Procurement Resources
- RFQ Questions

Workshop Overview

- Potential Respondents are advised that this workshop is intended only to generally discuss the RFQ and the Project.
- This presentation is not considered part of the RFQ and does not otherwise change or modify the content of the RFQ.

Rest Area and Welcome Center History

- Rest Area and Welcome Centers are required by Federal Code. The Department must provide safe places for the travelling public to stop along the Interstate System in Georgia.
- Rest Areas and Welcome Centers that were built along the interstate system after the Highway Beautification Act of 1965 cannot be privatized.
- Federal code gives blind vendors the priority to provide vending services at all facilities. Through the Georgia Business Enterprise Program (BEP), the Department of Labor (DOL) is responsible for placing vending machines at all facilities.
- Facilities provide brochures on local events, places to stay and eat, as well as public bathrooms, telephones, and vending machine service with beverages and snacks.

Rest Area and Welcome Center History

- The Department currently operates and maintains 17 Rest Areas and 9 Welcome Centers throughout the state.
- The Department of Economic Development (GDEcD) provides greeting and information services at as well as hotel and motel reservation assistance to the travelling public at only the 9 Welcome Centers located along the Interstate System.
- The Department has had responsibility for Maintenance and Operations of Welcome Centers since 1999.
- Maintenance and Operations of all facilities, including landscaping and custodial duties, were contracted out until 2008 when budget constraints forced the Department to close two facilities and end all contracts.

Project Description

-Public Private Partnership (P3)-

- A partnership between government and the private sector for the purpose of more effectively providing services(MSN Encarta Dictionary).
- ...the private party provides a public service or project and assumes substantial financial, technical and operational risk in the project (Wikipedia).
- Typically a P3 project could include design, build, finance operate and maintain a facility.
- The Rest Area and Welcome Center Project may incorporate all of these phases.

Project Description

-Maintenance and Operations-

- At a high level, this project is for services at 17 Rest Areas and 9 Welcome Centers around the State which includes:
 - management and performance of operations and maintenance functions such as custodial and landscape services.
 - development and management of an advertising and sponsorship program.
- The purpose of combining these activities is to fund the cost of maintenance and operations through revenues generated by the leasing of advertising space and sponsorship.

Project Description

-Maintenance and Operations-

- Operations is considered to be on going activities such as but not limited to cleaning, sweeping, trash pickup and mowing, edging, trimming and blowing of debris.
- Maintenance is considered to be minor repairs or replacements of routine items as needed such as but not limited to light bulbs, damaged fixture covers, hardware, or switch plates; minor plumbing and drain repairs, filter replacement and aerating, de-thatching, fertilize and tree and shrub pruning and replacement.
- See specifications attached to the RFQ for a full list of requirements.

Project Description

-Advertising and Sponsorship-

- The Department expects the advertising portion of the program will include many different types of advertising mediums, as governed by federal and state code, and department guidelines.
- Advertising opportunities may include LED screens for an electronic logo program, branded WiFi service, printed materials, static signs, downloadable local advertising for smart phones.
- The Sponsorship portion may consist of differing levels of participation from one sponsor of all 26 facilities to segmented/levels of each facility.
- Sponsorship opportunities may included signage on/in facility, branded areas such as dog walks, picnic areas, landscaped areas and “sponsor a highway” mile near facility

Procurement Approach

- The Department is utilizing the Public Private Partnership process for this project and will take a two phased approach.
- The first phase is a Request for Qualifications (RFQ) which will require teams to submit qualifications in all areas of the project.
- The Department will evaluate the SOQ and short list to the most qualified (not less than 2 and no more than 5).
- The second phase is the Request for Proposals (RFP). The Department will go through a draft RFP process with the shortlisted teams.
- A final RFP will be issued and the teams will be required to submit technical and financial proposals for evaluation.

Procurement Approach

- The procurement outcome is to contract with one entity who will handle the operations and maintenance of the rest areas and welcome centers while mitigating the cost through the development and management of an advertising and sponsorship program.
- The team may require individual qualified contractors for operations and maintenance of facilities, marketing of leased advertising space, and sponsorship activities to act as one private team or as sub contractors to a lead company.
- Department desires to select the best value proposal from a single private entity who will act as a turnkey operator for this program.

Procurement Approach

-SOQ Evaluation-

- SOQs will be evaluated in conformance with a pre-approved evaluation process intended to ensure:
 - Consistency and fairness in the selection of most qualified Respondents.
 - A comprehensive and uniform approach to the review of each evaluation criterion.
 - A timely evaluation to ensure the procurement proceeds on schedule.
- Evaluation process will be consistent with the GDOT P3 Guidelines.

Procurement Approach

SOQ Evaluation Process

- Scoring:

- Evaluators analyze and score the SOQs against the criteria in the RFQ
- Criteria categories and weighting:

Stability (10%)

Experience and qualifications (40%)

Performance (25%)

Suitability (20%)

Understanding (5%)

- The Respondents selected as most qualified will be invited to submit Proposals in respect to a RFP for the Project

Procurement Guidelines

- Communications and Contact

- Respondents (including agents and consultants) may not contact or communicate with, directly or indirectly, the individuals identified below regarding the RFQ:
 - Members of the Steering Committee
 - Members of the Selection Recommendation Committee
 - Members of the Selection Recommendation Subcommittees
 - Officers, administrators, staff or consultants of the State Transportation Board
 - Officers, administrators, staff or consultants of GDOT

Procurement Guidelines

- Communications and Contact (cont.)
 - Failure to follow the rules regarding communication and contact may result in the following:
 - GDOT may disqualify a Respondent team from submitting an SOQ
 - GDOT may disqualify a team member from participating on a Respondent team
 - GDOT may discontinue further consideration of a Respondent team and return its SOQ.

Procurement Guidelines

- Organizational conflict of interest
 - GDOT has adopted a Conflicts of Interest Policy for public-private partnerships that applies to the Project
 - Under the policy, certain firms may be precluded from participating on a Respondent team for the Project
 - The policy is attached as Appendix 7 to the GDOT Public-Private Partnership Guidelines
 - Respondents are responsible for reviewing the policy prior to submitting an SOQ

Procurement Guidelines

- Organizational Conflict of Interest (cont.)
 - Duty to disclose conflicts
 - By submitting its SOQ, each Respondent agrees that, if a Respondent or GDOT discovers an actual, perceived or potential conflict of interest as defined in the Conflicts of Interest Policy, the Respondent must make an immediate and full written disclosure to GDOT in accordance with the Conflicts of Interest Policy.

Procurement Guidelines

- Open Government Laws

- Respondents are responsible for reviewing the Open Government Laws prior to submitting an SOQ
- All written correspondence, exhibits, photographs, reports, printed material, tapes, electronic disks, and other graphic and visual aids submitted to GDOT during this procurement process, including any part of the SOQs, are subject to the Open Government Laws

Procurement Guidelines

○ Open Government Laws (cont.)

- Respondents are solely responsible for clearly identifying and labeling any document contained in the SOQ as “confidential” that the Respondent has reasonably determined is exempt from public disclosure under applicable law
- Blanket designations that do not identify specific information are not acceptable and may be cause for GDOT to treat the entire SOQ as public information
- In accordance with the ruling under the Theragenics* case, the Georgia Supreme Court has held that the custodian of the records must make the determination if the records are subject to access within three business days of the request

*Theragenics Corporation v. Georgia Department of Natural Resources, 244 Ga. App. 829, 200 Ga. App. Lexis 884 (July 7, 2000)

Procurement Resources

- Available information can be downloaded from the following website:
 - www.georgiap3.com
 - Public Private Partnership
 - Program Administration: P3 Rules and Guidelines
 - Projects
 - Rest Areas
 - RFQ and Forms
 - Project Documents
 - Written Responses to Questions
 - Any Addenda
 - Georgia Procurement Registry :
[http://ssl.doas.state.ga.us/PRSapp/PublicBidNotice?bid_op=1148401R
FQ-484-111010P3](http://ssl.doas.state.ga.us/PRSapp/PublicBidNotice?bid_op=1148401R&FQ=484-111010P3)

Pre-SOQ Workshop

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Anticipated Milestone Dates

GDOT issues RFQ	August 30, 2010	2:00 PM
Deadline for submission of written questions and request's for clarification to be answered at the Pre-SOQ Workshop.	September 14, 2010	5:00 PM
Pre-SOQ Workshop	September 24, 2010	1:00 PM
Deadline for submission of written questions and request's for clarification.	September,30 2010	2:00 PM
GDOT responds to questions and requests for clarification.	October 11, 2010	5:00 PM
Deadline for submission of Statements of Qualifications.	November 10, 2010	2:00 PM
GDOT completes qualification evaluation and determines shortlist of firms.	December 17, 2010	
GDOT issues RFP	December 17, 2010	2:00 PM

RFQ Questions

- Process for submitting questions:
 - Deadline – September 30, 2010 (2:00 pm EDT)
 - Questions must be submitted:
 - In writing by mail, facsimile or email to:

Georgia Department of Transportation
One Georgia Center
600 West Peachtree Street, NW
Atlanta, Georgia 30308
Attn: Beth Edmiston
Facsimile: (404) 631-1844
E-mail: bedmiston@dot.ga.gov

RFQ Questions

- Process for submitting questions:
 - Respondents should clearly indicate on the first page or in the subject line, as applicable, that the material relates to the Project
 - GDOT will provide responses to questions:
 - It deems material
 - Not otherwise addressed in prior responses or in the SOQ documents
 - GDOT will post responses on the Project website within a reasonable time following receipt

Closing Remarks

